

## CLAIMS

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### WHAT IS CLAIMED IS:

1. A method of banking or storing video frames and their associated links, the  
method comprising the steps of:
  - a) associating multiple links with a video frame in a series of video  
frames, each of the links having information associated therewith;
  - b) selecting and banking the video frame from among the series of video  
frames; and
  - c) selecting and displaying the frame in connection with representations  
of the links.
2. The method of claim 1, further comprising a step of selecting one of the  
links and displaying the information associated therewith.
3. The method of claim 2, wherein in the step of selecting and displaying one  
of the links, the information associated therewith is displayed.
4. The method of claim 1, further comprising a step of displaying the  
information in the form of an advertisement.
5. The method of claim 4, further comprising a step of selecting the  
advertisement, and subsequently receiving credit for such selection in a  
viewer's account with a merchant.
6. The method of claim 4, further comprising a step of selecting the  
advertisement, and subsequently receiving credit for such selection in a  
viewer's account with a merchant in the form of an electronic coupon.

- 22 7. The method of claim 1, further comprising a step of displaying the  
information in the form of a first item of information, wherein selecting the  
first item of information provides a first level of detail of information and a  
display to select a second item of information providing a second level of  
detail of information greater than the first level.
- 24 8. The method of claim 7, further comprising a step of providing a display for  
a third item of information providing a third level of detail of information  
greater than the second level.
- 26 9. The method of claim 1, further comprising a step of displaying the  
information in the form of an opportunity to purchase at least one of goods  
and services
- 30 10. The method of claim 1, further comprising a step of storing a record of data  
relating to the viewer's selections of frames and of the viewer's selections  
from the stored frames, and transmitting the data to a source remote from  
the viewer.
- 32 11. The method of claim 1, further comprising a step of selecting one of the  
links and displaying the information associated therewith, and a step of  
transmitting data in response to the selection to at least one of a PDA, email  
address, cellular telephone and a pocket PC.
- 36 12. The method of claim 1, further comprising a step of selecting one of the  
links and displaying the information associated therewith, and a step of  
transmitting data in response to the selection to a remote location.

13. The method of claim 1, further comprising a step of displaying a thumbnail

44 image of multiple selected and stored frames in conjunction with displaying  
a selected one of the thumbnail images as a larger image than the thumbnail  
46 images at the same time, and also displaying at least one advertisement at  
the same time.

48 14. An apparatus for banking video frames associated with links, comprising:

50 a monitor for displaying video images from a series of video frames;

52 a memory for storing the video images, and containing multiple links  
associated with a video frame in a series of video frames, each of the  
links having information associated therewith;

54 a processor responsive to selection of a desired one or more of the  
video frames from among the series of video frames, and responsive to  
56 selecting a stored series of video frames and displaying at least one  
selected frame in connection with linking data for linking at least one of  
the selected frame and objects in the selected frame with additional data.

58 15. The apparatus of claim 14, wherein the monitor is for displaying television

video, and for displaying the links in conjunction with the associated frame.

60 16. The apparatus of claim 15, wherein the controller is adapted for displaying  
the information associated with the links on the monitor at the same as the  
62 links.

64 17. The apparatus of claim 16, wherein the monitor is adapted for displaying the

information in the form of at least one advertisement.

18. The apparatus of claim 17, wherein in response to selection of the  
66 advertisement, the apparatus sends a signal selecting a credit for such  
selection in a viewer's account with a merchant.
19. The apparatus of claim 17, wherein in response to selecting the  
68 advertisement, and subsequently receiving credit for such selection in a  
viewer's account with a merchant in the form of an electronic coupon.  
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20. The apparatus of claim 17, further comprising links comprising at least one  
72 of a lead in to a funnel, telescope, an opt in for a coupon, a purchase of a  
displayed item.
21. The apparatus of claim 14, further comprising means for storing a record of  
74 data relating to the user's selections of frames and the user's selections from  
the stored frames, and for transmitting the data to a source remote from the  
viewer.  
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22. The apparatus of claim 14, further comprising means transmitting data in  
78 response to the selection to at least one of a PDA, email address, cellular  
telephone and a pocket PC.  
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23. The apparatus of claim 14, further comprising means for transmitting data in  
82 response to the selection to a remote location.
24. The apparatus of claim 1, further comprising a display which displays a  
84 thumbnail image of multiple selected and stored frames in conjunction with  
displaying a selected one of the thumbnail images as a larger image than the  
86 thumbnail images at the same time, and also displaying at least one  
advertisement at the same time.